


Smith, Joshua Lee

5:15 PM (16 hours ago)

to Trevor.Moore, hs, Robert, rebeccabrown, cdecker007, Joe, me

Thanks. Please see my comments in italics. Can the attached be uploaded to the town's presentation drive? We'll bring hard copies, too.

-Josh

Joshua Lee Smith
Bowditch & Dewey, LLP | T 508-926-3464 | C 508-450-3792
[Boston](#) | [Framingham](#) | [Worcester](#)
www.bowditch.com | jsmith@bowditch.com | [Bio](#) | 

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DEC 11 2017

PLANNING BOARD
GRAFTON, MA

From: Joe Laydon [mailto:laydonj@graffton-ma.gov]
Sent: Monday, December 11, 2017 3:39 PM
To: Smith, Joshua Lee
Cc: Rachel Benson
Subject: Sign and Canopy Comments

This Message originated outside your organization.

Here are some sign comments:

1. Freestanding: There is a provision of the sign bylaw that allows for signs to occupy the portoinp between 2 1/2 and 7 feet if it is demonstrated taht the sign is outside the view triangle and does not interfere with traffic. See Section 4.4.2.5 (9). *The engineer is looking into this.*
2. Wall Sign: You are requesting a special permit over the permitted 76 sq ft to 85.3 sq ft. I don't see justification for this area increase and the extra space can be taken out of the banding for the sign. *This is acceptable to Petrogas, i.e., not to exceed 76 sf.*
3. Secondary Sign: Bylaw allows 6 sq ft. 52.5 is requested by special permit. If many cases special permit requests for a second sign that faces a street will result in taking some area away form the main sign to then apply to the secondary sign. In this case, that is not occurring. The size of the second sign will be an issue for the Board. I think you will need to consider reducing the size of the secondary sign. The secondary sign could be reduced in half and still have the 7-11 and some banding. *This acceptable to Petrogas, i.e., not to exceed 26 sf.*
4. Internal illumination vs External Illumination: I would like the applicant to consider external illumination over the internal illumination as proposed. *Petrogas strongly prefers internally-lit signage. I believe that is consistent with Xtramart, Mobil and Cumberland.*
5. Confusion/ Conflict between 7-11 and Applegreen Signage: I think the canopy Applegreen conflicts visually with the 7-11 branding. The bands across the canopy are a different color green than on the building. I think it would be more effective just having the Apple Green Logo without the green bands across the canopy. *Petrogas needs to maintain its branding, including the shade of green proposed. See attached drawing which shows the color scheme (for another site – also on the Harbinger sign package), along with photos of how the Applegreen canopy looks during day and night.*
6. Canopy: There are no details on the canopy with the applicaiton. Specifically I want to know color and lighting. No exposed light sources and they should be recessed into the canopy. Is the canopy white or painted a color. *Same comment as #5 above.*